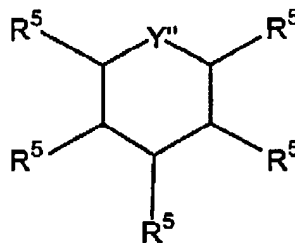
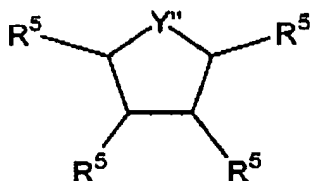
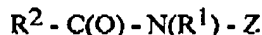


2. nonionic surfactants with bulky head groups selected from:
 a. surfactants having the formulas:



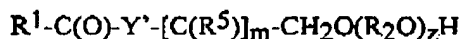
wherein Y'' = N or O; and each R⁵ is selected independently from the following: -H, -OH, -(CH₂)_xCH₃, -O(OR²)_z-H, -OR¹, -OC(O)R¹, and -CH(CH₂-(OR²)_z-H)-CH₂-(OR²)_z-C(O)R¹, wherein R¹ is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having a length of from about 6 to about 22, wherein each R² is selected from the following groups or combinations of the following groups: -(CH₂)_n- and/or -[CH(CH₃)CH₂]- wherein n is from 1 to 4; and wherein x is from 0 to about 3, and z, z', and z'' are from about 5 to about 20;

- b. polyhydroxy fatty acid amide surfactants of the formula:



wherein: each R¹ is H, C₁-C₄ hydrocarbyl, C₁-C₄ alkoxyalkyl, or hydroxyalkyl; R² is a C₅-C₂₁ hydrocarbyl moiety; and each Z is a polyhydroxyhydrocarbyl moiety having a linear hydrocarbyl chain with at least 3 hydroxyls directly connected to the chain, or an ethoxylated derivative thereof;

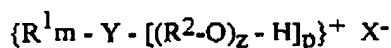
- c. surfactants having the formula



wherein R¹ is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having a length of from about 6 to about 22; Y' is selected from the following groups: -O-, -N(A)-; and mixtures thereof; and A is selected from the following groups: H; R¹; -(R²-O)_z-H; -(CH₂)_xCH₃; phenyl, or substituted aryl, wherein x is from 0 to about 3 and total z is from about 5 to about 30; each R² is selected from the following groups or combinations of the following groups: -(CH₂)_n- wherein n is from about 1

to about 4 and/or $-\text{CH}(\text{CH}_3)\text{CH}_2-$; each R^5 is selected from the following groups: $-\text{OH}$; and $-\text{O}(\text{R}^2\text{O})_z-\text{H}$; and m is from about 2 to about 4; and

- d. mixtures thereof;
3. surfactant complexes formed by one surfactant ion being neutralized with surfactant ion of opposite charge or an electrolyte ion that is suitable for reducing dilution viscosity;
 4. block copolymer surfactants comprising polyethylene oxide moieties and propylene oxide moieties;
 5. cationic surfactants having the formula:



wherein R^1 is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having from about 6 to about 22 carbon atoms; each R^2 is selected from the following groups or combinations of the following groups: $-(\text{CH}_2)_n-$ and/or $-\text{CH}(\text{CH}_3)\text{CH}_2-$; Y is selected from the following groups: $=\text{N}^+-(\text{A})_q$; $-(\text{CH}_2)_n-\text{N}^+-(\text{A})_q$; $-\text{B}-(\text{CH}_2)_n-\text{N}^+-(\text{A})_2$; $-(\text{phenyl})-\text{N}^+-(\text{A})_q$; $-(\text{B-phenyl})-\text{N}^+-(\text{A})_q$; with n being from about 1 to about 4, wherein each A is independently selected from the following groups: H ; C_{1-5} alkyl; R^1 ; $-(\text{R}^2\text{O})_z-\text{H}$; $-(\text{CH}_2)_x\text{CH}_3$; phenyl, and substituted aryl; where x is from 0 to about 3; and each B is selected from the following groups: $-\text{O}-$; $-\text{NA}-$; $-\text{NA}_2$; $-\text{C}(\text{O})\text{O}-$; and $-\text{C}(\text{O})\text{N}(\text{A})-$; wherein R^2 is defined as hereinbefore; $q = 1$ or 2 ; $m + p + q = 4$; total z per molecule is from about 3 to about 50; and X^- is an anion which is compatible with fabric softener actives and adjunct ingredients; and

6. mixtures thereof; and

E. the balance water,

wherein said electrolyte and said phase stabilizer, when present, provide at least one improvement selected from: lower dilution viscosity; the same, or better, stability with less principal solvent; and/or the use of principal solvents with a ClogP outside the range of from about 0.15 to about 0.64.